

APR 24 2006

## Certificate of Facsimile Transmission

I hereby certify that the attached RCE Transmittal with accompanying Amendment and PTO-2038 to Examiner Annan Q. Shang is being transmitted via facsimile to the U.S. Patent and Trademark Office (571) 273-8300 on April 24, 2006.

  
Janet SullivanPATENT APPLICATION  
Attorney Do. No. 2705-167

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: James Clark et al.

Confirmation No. 4571

Serial No.: 09/864,360

Examiner: Annan Q. Shang

Filed: May 23, 2001

Group Art Unit: 2617

For: CONTENT DISCOVERY AND DIFFERENTIAL ADVERTISING IN  
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Date: April 24, 2006

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

## REQUEST FOR CONTINUED EXAMINATION (RCE) TRANSMITTAL

This is a Request for Continued Examination (RCE) under 37 C.F.R. § 1.114 of the above-identified application.

## 1. Submission required under 37 C.F.R. § 1.114

- a. ☐ Previously submitted:
- ☐ Consider the amendment(s) reply under 37 C.F.R. § 1.116 previously filed on \_\_\_\_\_.
- ☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on \_\_\_\_\_.
- ☐ Other:
- b. ☒ Enclosed is:
- ☒ Amendment/Reply
- ☐ Affidavit(s)/Declaration(s)
- ☐ Information Disclosure Statement (IDS)
- ☐ Other:

04/25/2006 MBINAS 00000011 09864360

01 FC:1001

790.00 OP

## 2. Miscellaneous

☐ Suspension of action on the above-identified application is requested under 37 C.F.R. § 1.103(c) for a period of \_\_\_\_\_ months. (Period of suspension shall not exceed 3 months; fee under 37 C.F.R. § 1.17(i) required).

☐ Other:

## 3. Fees: (Note: The RCE fee under 37 C.F.R. § 1.17(e) is required by 37 C.F.R. § 1.114 when the RCE is filed)

☒ RCE fee required under 37 C.F.R. § 1.17(e)

☐ \$375 small entity

☒ \$790 large entity

(Large entity)

CLAIMS AS AMENDED					
For:	Number After Amendment	Previous Number	Extra	Rate	Additional Fee
Total Claims	38	29 *	7	x \$50 =	\$ 350
Independent Claims	6	6 **		x \$200 =	\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT					\$ 350

☐ Extension of time fee (37 C.F.R. §§ 1.136 and 1.17)

	small entity	large entity
<input type="checkbox"/> Extension of Time - 1 <sup>st</sup>	<input type="checkbox"/> \$60	<input checked="" type="checkbox"/> \$120
<input type="checkbox"/> Extension of Time - 2 <sup>nd</sup>	<input type="checkbox"/> \$225	<input type="checkbox"/> \$450
<input type="checkbox"/> Extension of Time - 3 <sup>rd</sup>	<input type="checkbox"/> \$510	<input type="checkbox"/> \$1020

☐ Suspension of application fee (37 C.F.R. § 1.17(i))—\$130

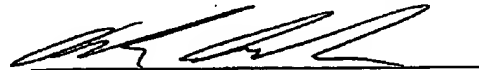
☒ PTO Form 2038 authorizing credit card payment is attached.

☒ Any deficiency or overpayment should be charged or credited to deposit account number 13-1703.

Customer No. 20575

Respectfully submitted,

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